

Rep Order#  
EC'd  
Yes

Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 107057 Last Received: 09/25/2012 1:50 PM Printed: 09/26/2012 8:02 AM

1 of 2

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) DCCC/HORSFORD  
Product Horsford/DCCC  
Estimate# 1876  
Buyer Jesse Demastrie  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 143/149/1876  
Flight Dates 09/26/2012 - 10/01/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone#: 215-568-6540  
Salesperson FAX#: 215-568-1845

— CONTRACT COMMENT —  
SC=\*

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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1	W-F, M-TU	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$325.00	09/26-10/02	1	1	1	\$325.00		
2	W-F	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$650.00	09/26-09/28	2	1	2	\$1,300.00		
3	M	7A-9A	TODAY SHOW	:30	\$900.00	10/01-10/01	1	1	1	\$900.00		
4	M	9A-10A	TODAY SHOW II	:30	\$425.00	10/01-10/01	1	1	1	\$425.00		
7	W-F, M	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	09/26-10/01	1	1	1	\$425.00		
8	W-F, M	1230P-1P	NEWS 4: THE AGENDA	:30	\$325.00	09/26-10/01	1	1	1	\$325.00		
9	W-F, M	3P-4P	DR. PHIL	:30	\$450.00	09/26-10/01	1	1	1	\$450.00		
11	M	4P-5P	NEWS 4 AT 430P	:30	\$725.00	10/01-10/01	1	1	1	\$725.00		
12	W-F	5P-630P	EARLY NEWS	:30	\$1,000.00	09/26-09/28	1	1	1	\$1,000.00		
13	W-F	630P-7P	JEOPARDY	:30	\$1,000.00	09/26-09/28	1	1	1	\$1,000.00		
14	W-F	7P-730P	WHEEL OF FORTUNE	:30	\$1,000.00	09/26-09/28	1	1	1	\$1,000.00		
15	W-F	730P-8P	FACE TO FACE w/ JON RALSTON	:30	\$800.00	09/26-09/28	1	1	1	\$800.00		
16	W-F, M-TU	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	09/26-10/02	1	1	1	\$1,100.00		
17	SU	1130P-12A	Buyline Comment: SPORTS NIGHT	:30	\$400.00	09/30-09/30	1	1	1	\$400.00		

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ECD Yes Last Received: 09/25/2012 1:50 PM 2 of 2

Station KSNV-TV LAS VEGAS, NV.

Advertiser ( ) DCCC/HORSFORD

Product Horsford/DCCC

Estimate# 1876

Buyer Jesse Denastic

Phone# 702-733-1876

Fax# 702-733-1876

LT In Day Time Program

Len Rate Dates Spots/Week # of Weeks Total Spots

Hiatus Weeks

Agency ( ) GMMB

3050 K ST NW

WASHINGTON, DC 20007

Agency CPM/PZE 1431491876

Flight Dates 09/26/2012 - 10/01/2012

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

Daypart

Showing Buylines: All Lines

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—REPORT TOTALS—  
Report Totals: 15 / \$10,175.00

—SALES MONTHLY TOTALS—

Sep 12: 12 / \$8,125.00

Oct 12: 3 / \$2,050.00

Sales Totals: 15 / \$10,175.00

Station Totals: 15 / \$10,175.00

Lines not sent/rclld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals \$40,700

	CATV	KBLR	KING	KLAS	KSNV
KUNV	0%	0%	0%	29%	25%
KTUD	25%	1%	2%	KVMY	KVVU
XXXX	0%			3%	15%

—COMPETITIVE COMMENTS—

NEW ORDER  
EST SHARES

Books NOV12  
Demos RA35+

---Agency Comment---  
PLEASE NOTE ADDRESS CHANGE EFF 8/12

— CREDIT RISK —  
CASH IN ADVANCE